AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1-16. (Cancelled)

17. (Currently Amended) A data mining system for delivering presentations associated with data mining models, said data mining system comprising:

      a repository to store said data mining models, customer attributes, and presentation definitions;

      means to edit said data mining models, said presentation definitions, and said customer attributes;

      means to generate a presentation to deliver to a customer system; wherein said means to generate includes an analytic decision engine system including model presentation services and scoring services modules; and,

      means to receive inputs from said customer system and to deliver said presentation to said customer system;

      wherein said inputs include a customer identification and a presentation definition identification;

      wherein said means to generate selects a presentation definition using said presentation definition identification and selects a customer attribute using said customer identification;

      wherein said presentation definition includes a reference to a data mining model <u>and one or more rules</u> ;

and,

      wherein said means to generate applies said data mining model <u>and said one or more rules</u> to said customer attribute to produce an outcome for display in said presentation according to a format included in said presentation definition.

18. (Previously Presented) The system of claim 17 wherein said data mining models include one or more of simple scores, complex scores, static scores, dynamic scores, rules, rules sets, and rules systems.

19. (Previously Presented) The system of claim 17 wherein said presentation definitions include defined sets of content including one or more of references to said data mining models, scores, rules, said customer attributes, activity suggestions, to do lists, pop-up windows, HTML segments, and XML scripts.

20. (Previously Presented) The system of claim 17 wherein said presentations include one or more of simple presentations, range based presentations, and complex presentations.

21. (Previously Presented) The system of claim 17 wherein said repository is a database having a database schema and a database management system.

22. (Previously Presented) The system of claim 17 wherein said means to edit said data mining models, said presentation definitions, and said customer attributes includes a data mining console system.

23. (Previously Presented) The system of claim 17 wherein said means to edit said data mining models, said presentation definitions, and said customer attributes includes one or more of text editors, scripting tools, web development tools, and HTML editors.

24. (Cancelled)

25. (Previously Presented) The system of claim 17 wherein said means to receive inputs from said customer system and to deliver said presentations to said customer system includes a network.

26. (Previously Presented) The system of claim 17 wherein said customer system includes one or more data mining management consoles integrated with or connected over a network.

27. (Previously Presented) The system of claim 17 wherein said customer system includes one or more applications running on a computer, system, or other appliance integrated with or connected over a network.

28. (Previously Presented) The system of claim 17 wherein said customer system includes one or more thin or thick clients in a client-server or browser-server environment integrated with or connected over a network.

29. (Cancelled)

30. (Previously Presented) The system of claim 17 wherein said inputs include one or more of said customer attributes.

31. (Previously Presented) The system of claim 30 wherein said data mining system includes one or more reporting systems.

32. (Previously Presented) The system of claim 31 wherein said reporting systems include one or more of outcome monitoring systems and presentation usage monitoring systems.

33. (Previously Presented) The system of claims 32 wherein said reporting systems provide one or more of said inputs.

34. (Currently Amended) The system of claim 17 wherein said data mining system includes one or more of servers, memory devices, processing units, input devices, output devices, and display devices ~~, and means for communications~~ .

35. (Cancelled)

36. (Previously Presented) The system of claim 25 wherein said network is an Internet network.

37. (Previously Presented) A method for generating presentations of outcomes associated with data mining models for display on a display screen, comprising:

storing one or more presentation definitions in a repository; wherein the presentation definitions contain one or more rules, one or more references to data mining models, and one or more references to customer attributes; wherein the presentation definitions have respective formatting information for formatting presentations of outcomes; wherein the customer attributes are name-value pairs; wherein the data mining models generate scores based on one or more of the customer attributes; and, wherein the rules are for branching on one or more of the scores and the customer attributes to choose between outcomes;

receiving a request for a presentation for an outcome, the request including a presentation definition identification and one or more of a customer identification and one or more customer attributes; wherein the presentation definition identification is a key to a presentation definition stored in the repository; and, wherein the customer identification is a key to one or more customer attributes stored in the repository;

in response to the request, retrieving a presentation definition from among the one or more presentation definitions using the presentation identification and retrieving one or more of the customer attributes from the repository using the customer identification;

generating one or more scores from the data mining models referenced by the presentation definition using one or more of the customer attributes provided by the request or retrieved from the repository;

determining the outcome by applying one or more rules in the presentation definition to one or more of the scores and the customer attributes; and,

formatting the presentation for the outcome for display on the display screen using the formatting information contained in the presentation definition.

38. (Previously Presented) The method of claim 37 wherein the data mining models are one or more of a logistic regression, a decision tree, a neural network, a Bayesian network, a linear regression, a cluster model, a K-Means cluster model, an expectation maximizing cluster model, and an association rule.

39. (Previously Presented) The method of claim 37 wherein the customer attributes are one or more of age information and sex information.

40. (Previously Presented) The method of claim 37 wherein the formatting information is markup language formatting information.

41. (Previously Presented) The method of claim 37 and further comprising importing the data mining models and presentation definitions into the repository.

42. (Previously Presented) The method of claim 37 and further comprising receiving updated data mining models and updated presentation definitions to replace the data mining models and presentation definitions in the repository.

43. (Previously Presented) The method of claim 37 and further comprising receiving the one or more rules for the presentation definition.

44. (Previously Presented) The method of claim 37 wherein the scores are one or more of simple scores, complex scores, static scores, and dynamic scores.

45. (Previously Presented) The method of claim 37 wherein the outcomes provide one or more of defined sets of content, data mining model scores, activity suggestions, to-do lists, pop-up windows, HTML segments, extensible markup language (XML) scripts, and sets of computer instructions.

46. (Previously Presented) The method of claim 37 wherein the outcomes are one or more of simple messages, range based messages, and complex messages.

47. (Previously Presented) The method of claim 37 wherein the request is received over a network.

48. (Previously Presented) The method of claim 47 wherein the network is an Internet network.